

Glimpse the future of clubs across Australia – A day of learning, a lifetime of insight for just \$99

The National Governance and Management Congress 2018 to be held on Tuesday, 6 March 2018 will challenge club directors and managers to re-examine the future of clubs across Australia.

Unlike most congresses where you go back to the office and immediately forget what you've just learnt, this Congress precedes the Keno AHG Expo to allow you to consolidate the valuable knowledge and ideas, and share your views with likeminded colleagues over the next two days.

To pique your interest, we asked the keynote speakers their thoughts on the future of clubs and what delegates could expect to learn at the Congress.

Tell us briefly what your presentation is about and what delegates learn?

Diane Smith-Gander (DSG): Governance can be a fascinating topic. Delegates will come away agreeing with this notion and understanding what diversity means, how to spot it and how it will help address the challenges clubs face.

David McGrath (DM): I will outline the ever-changing global technology landscape and how it's relevant to clubs across Australia. Key points I'll address include rapid technology advancements – Changing customer behaviour is happening at a rapid rate and affecting all businesses; the power of data and how it will help navigate better decision making, and the fact that data is more effective when it's gathered across multiple customer channels and across many channels.

Steve Tighe (ST): In an age of constant change and disruptive technology, many business leaders are feeling disempowered and feel they have lost control of their organisation's future. I will introduce leading-edge methods for anticipating future social and industry change and show how clubs can take greater control of their future by anticipating and innovating for tomorrow's customer wants and needs.

Richard Sauerman (RS): My presentation is about moving beyond ordinary and good to extraordinary and great. I will focus on how to best attract more young people to clubs. Delegates will take away a better sense of what people want, how to give it to them, and how to make it happen.

What are your thoughts on the future of clubs across Australia?

DM: Clubs are in a prime position to evolve their current business models and offer their loyal customers adjacent products and services. Technology and the power of the internet continues to enable change, but it's when we act as a unified group that we create scale and save on cost.

DSG: Community is becoming more important in this "connected and always on" world. Clubs can define new communities. That's a bright and exciting future.

ST: I think clubs have a prosperous future. Society's need for community belonging and social engagement are already strong and are only going to get stronger over the next decade. In part, this is in response to the rampant individualism of the past 20 years. In other words, the societal pendulum is swinging back to the domain of clubs. This is a fantastic opportunity and all clubs should be positioning themselves to take advantage of this social shift.

RS: There's a view that clubs today are for 'old people'. Tired. Slow. A little sleepy. In reality, this is just a perception – clubs offer great amenities and

facilities to young people. The future of clubs lies in appealing to and attracting a younger market. Get that right and do it right and clubs will have a rosy future.

Where are clubs lagging behind in your area of expertise?

ST: I think clubs recognise the need to diversify their income and more importantly to challenge the public perception of what a club is. These two challenges go hand-in-hand. Purposefully positioning themselves at the heart of their communities and then designing activities, services and facilities which deliver upon this positioning is an effective way in which to meet these two challenges.

DSM: The statistics on the composition of club boards show there is a real challenge in board succession – more clubs need to develop strong succession plans.

DM: Clubs rely heavily on gaming for revenue. Until recently, this hasn't been disrupted. Technology and the advent of mobile has offered more choice in an instant and transportable manner. But technology is also the answer, with the ability to win back the customer, own the data conversation and utilise intelligence to craft more personalised products and services, outside of gaming.

What is the biggest trend for clubs in 2018?

ST: The social theme of 'community belonging' will continue to grow. In fact, the United Kingdom has just announced a Minister for Loneliness, recognising the challenge to social health that loneliness has become. People will increasingly want to play more active roles within their communities – socialising, recreational etc. Again, this is a great opportunity for clubs, after all providing people with the opportunity to come together and share experiences is the very reason clubs came into existence.

DM: The use of data to form better decision-making.

Tickets to the National Governance and Management Congress 2018 are just \$99 per person and includes all sessions, lunch and refreshments throughout the day.

Don't be that person who bought a horse just as the car was released. Get ahead of the game!

For more information, visit www.ahgexpo.com.